

Norfolk First

a comprehensive economic development model

Presentation to Norfolk City Council



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City of Norfolk
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City of Norfolk's Vision – Knowing Who We Are

Norfolk is an amazing place, a vibrant and historic port city where culturally diverse citizens, the military, and businesses are creating the most dynamic and authentic urban waterfront community in America

City of Norfolk's Development Goals – Growing a Prosperous Economy by Design

Long-term growth and development of Norfolk's employment base and labor force

- **A sustainable local economy that:**
 - **Affords access to opportunity for all Norfolk residents**
 - **Fosters vibrant mixed-income residential neighborhoods**
 - **Support and expands our tax revenue base**
 - **Harnesses Norfolk's competitive advantages as a diverse urban center**
- **An environment that is favorable for, and invites investment**
- **A strengthened brand**

Norfolk's Competitive Advantages



Authentic
Urban
Experience

Center for
Commerce

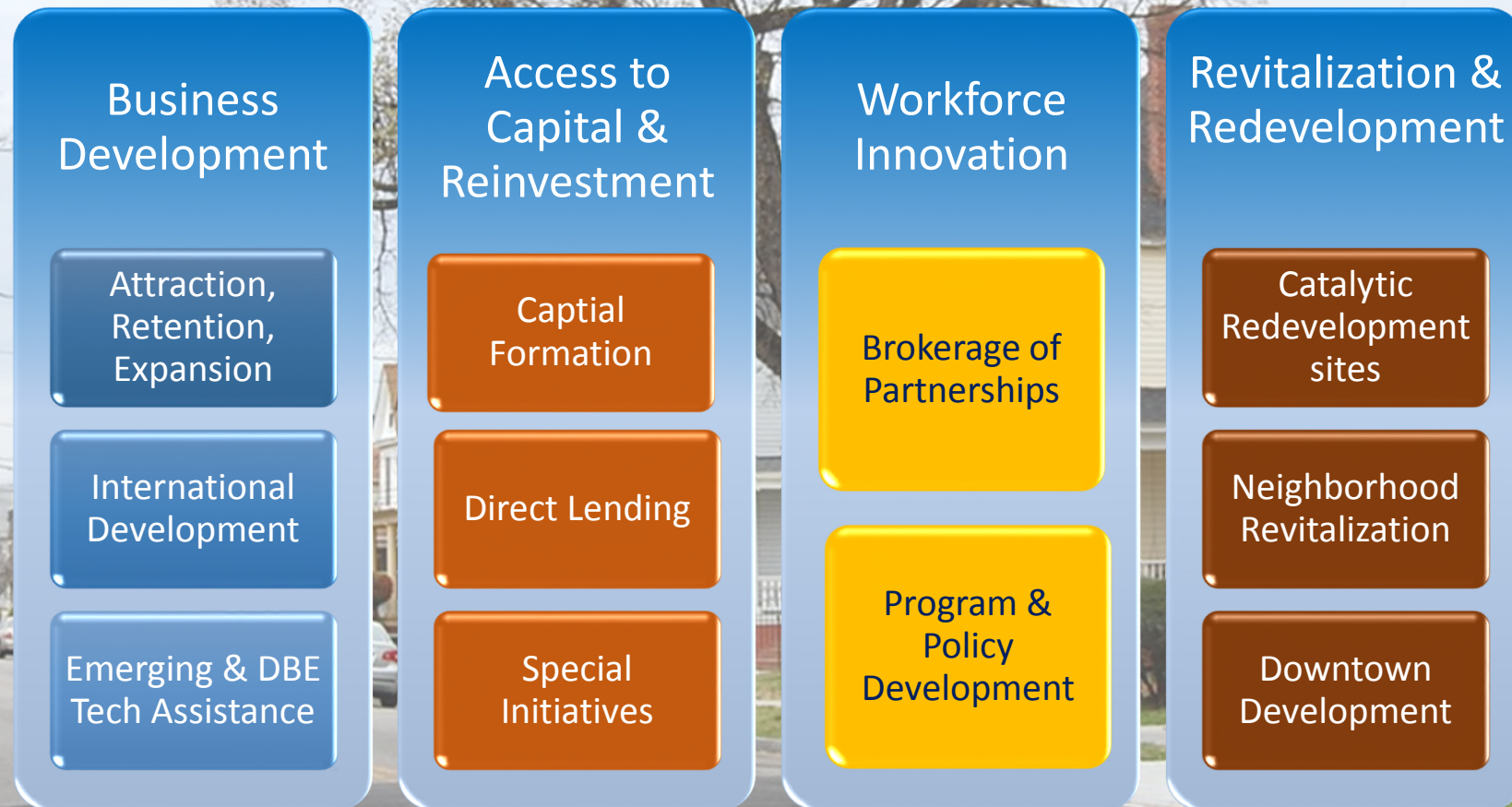


Arts and
Cultural Hub

Neighborhood
Revitalization



The New Paradigm at a Glance: Holistic and Multi-Disciplinary



Focusing on Implementation: Progress to Date – Illustrative Examples

Global Commerce

- Admitted into Export Import Bank's City/State Partnership Program
- Launching **first** city government Global Initiatives Fund in the Commonwealth
- Launching ExporTech partnership
- Planning reverse trade mission

Innovation & Technology

- Launching the Norfolk Innovation Fund, the **first** municipal government Venture Capital Fund in the Commonwealth of Virginia



DISCOVER NEW MARKETS
**CITY OF
NORFOLK**
Export Informational Seminar

You are invited to attend:

Export Informational Seminar
Thursday, May 28, 2015 from 10:00 AM - 3:00 PM

Save the date:

**Discover New Markets
City of Norfolk
Export Informational Seminar**

Focusing on Implementation: Progress to Date – Illustrative Examples

SWaM/Small Business Inclusion

- Launching \$1 mil. SWaM access to capital program with National Development Council
- Initiated Navigate Norfolk technical assistance program

FIND YOUR WAY - NAVIGATE NORFOLK

START -PLAN -PARTNER- GROW

THIS SPECIAL
EVENT WILL
DIRECT YOU TO
OPPORTUNITIES

Why attend?

- Find out about opportunities for development in City of Norfolk including strategic sites, vacant lots and gem lots
- Learn about available development tools and the planning process
- Opportunities to ask questions to development and planning experts

ATTENTION:
Building Professionals,
Construction Companies,
Developers, any person
or company interested
in partnering with the
City of Norfolk on
development projects.

Learn from City of Norfolk
Development & Planning Experts

Saturday, May 16 from 10am to noon

9:30 am registration

Attucks Theater

Free and Open to the Public

[CLICK HERE TO RESERVE A SEAT](#)

Attucks Theatre • 1010 Church Street, Norfolk • Questions? Call 757-664-4338

Focusing on Implementation: Progress to Date – Illustrative Examples

Catalytic Projects – Building Capacity

- Established platform—*36 Hours in Norfolk*—for engaging national real estate developers and others
- Completing HUD proposal for anchor project funding

36
HOURS
IN NORFOLK

Focusing on Implementation: Progress to Date – Illustrative Examples

Neighborhood Revitalization

- Initiated assessment of vacant properties and other non-performing assets; first step toward comprehensive rehab plan



Focusing on Implementation: Progress to Date – Illustrative Examples

Neighborhood Revitalization

- Launching *Community Business Café* in Park Place (to be followed by Ocean View)



You're Invited!

KICK-OFF

PARK PLACE COMMUNITY
BUSINESS CAFÉ

Tuesday, July 28 2PM -5PM

Meet our Business & Outreach
Partners

Hâpax at 536 W. 35th Street

This is a new weekly business café serving the 35th Street/ Park Place community. *The Park Palace Business Café* will provide new and existing businesses the information, guidance and resources needed to move forward and achieve success. The café will offer financial, marketing, management and technical assistance to new and existing small businesses. Services are offered at no charge to Park Place residents interested in starting a new business or expanding an existing firm.

A photograph of a residential street with several houses, trees, and a green text box. The houses are two-story, with some having porches. A large tree is in the foreground. A green text box with the word "Questions?" is overlaid on the image.

Questions?